INFORMATION SOURCES AND SERVICES SHARING THROUGH SOCIAL NETWORKING SITES AMONG USERS OF SELECTED ENGINEERING COLLEGES IN COIMBATORE - A STUDY

Synopsis submitted to the Bharathiar University

in partial fulfillment for the award of the degree of

DOCTOR OF PHILOSOPHY IN LIBRARY AND INFORMATION SCIENCE

Submitted by

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(C2LIB16PNOV01)

Under the Supervision of

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SYNOPSIS

INTRODUCTION :

In the present era, Social Networking plays a vital role in knowledge and information sharing. But a few decades ago, People communicated through snail mail, fax, phone calls, and beepers. Then, communication evolved into email, IM (instant messaging), and SMS messaging through mobile phones. Today, these facilities are very simple communication tools that do not give additional personal experience. People want to share more and at the same time learn more about persons with whom they communicate every day. Simple email exchanges provide necessary data about each group/person. But, data sharing among two persons is considered insufficient. For that reason, social networking began to grow online. In recent years, the online community has moved a step further in connecting people. Social networking was born, and through this online platform, people can share their thoughts, post pictures, videos and even invite people to events. Social networking websites have created virtual communities wherein communication is not just based on the information required but at a personal level as well. The rapid growth and desirability of Social Networking Sites have been witnessed in almost every country. India, as a fast developing country has not lagged behind. As such, the usage of social media is rampant among citizens and they hail from every class. Indian society has adopted the new age of media, i.e., social networking along with maintaining its traditions. It is an amalgamation of both modernity and tradition. Therefore, Social Networking Sites form part and parcel of human life in this digital era of Globalization.

Internet technology has created various avenues for education which are being availed by everyone in the world. The field of education has completely changed since the technology and internet are indulged in education. Due to the growth and revolution in social networking sites (SNSs), educators are continuously looking for their potential use in the education field by used using social networking sites through active learning. SNSs are digital online platforms through which scholars, teachers and educators communicate globally. The barrier of communication has been reduced by the transformation of technology and new ways are coming to light for

connecting people. The arrival of internet facilities and other means of communication technologies give excellent support for the SNSs‟ development.

REVIEW OF LITERATURE :

Kaviarasu et. al. (2019) evaluated the usage of social networking sites on the academic performance of students belong to Loyola University in Chennai City. A standardized tool was used to collect the primary data from the self-financing pool of the first-and second-year undergraduate students. In order to understand the results of this study, the study followed an explorative and informative research design. The knowledge showing that mobile phones were accessible to all graduates. Approximately, majority of respondents (96%) have internet infrastructure and are fully aware of social networking sites and have good knowledge of the use of current social networking sites. The result shows that students use their mobile phones to access social networking sites. Many respondents spend time from 2-3 hours per day. The research found that students' academic performance has been significantly affected other than college timing due to frequent use of social networking sites. The study reveals that students' interaction with social networking sites has become inseparable, culminating in a willingness to use it negatively, contributing to poor academic performance. The research advises that students with internet facilities on their mobile phones need to reduce their time chatting with their peers via social networking sites and that they need to concentrate and invest a good amount of time conducting homework and also taking notes to improve their academic performance.

Jamal Abdul Nasir Ansari & Nawab Ali Khan, (2020)40 This study is an attempt to examine the application and usefulness of social media and mobile devices in transferring the resources and interaction with academicians in higher education institutions across the boundary wall, a hitherto unexplained area of research. This empirical study is based on the survey of 360 students of a university in eastern India, cognising students' perception of social media and mobile devices through collaborative learning, interactivity with peers, teachers and its significant impact on students' academic performance. A latent variance-based structural equation model approach was followed for measurement and instrument validation. The study revealed that online social media used for collaborative learning had a significant impact on interactivity with peers, teachers and online knowledge sharing behavior.

Additionally, interactivity with teachers, peers, and online knowledge sharing behavior has seen a significant impact on students' engagement which consequently has a significant impact on students' academic performance. Grounded in this finding, it would be valuable to mention that the use of online social media for collaborative learning facilitates students to be more creative, dynamic and research-oriented. It is purely a domain of knowledge

Ana Pérez-Escoda and others, (2020), An increased use of social networks is one of the most far-reaching consequences of the COVID-19 pandemic. Aside from the traditional media, as the main drivers of social communication in crisis situations, individual profiles have emerged supported by social networks, which have had a similar impact to the more specialized communication media. This is the hypothesis of the research presented, which is focused on health communication and based on a virtual ethnography methodology with the use of social metrics. The aim is to understand the relationship established between the population in general and digital media in particular through the measurement of engagement. In this regard, a comparative study was carried out that describes this phenomenon over a period of six months on three social networks: YouTube, Twitter and Instagram, with a sample composed of specialized health media versus healthcare professionals. The results point to a new communications model that opens up a new space for agents whose content has a degree of engagement comparable to and even exceeding that of digital media specialized in health communication. The conclusions show that the crisis of the pandemic has accelerated the transformation of the communication sector, creating new challenges for the communication industry, media professionals, and higher education institutions related to market demands.

Somayya MadakamSiddharth Tripathi (2021) In this study Social Media communication has become indispensable for the world. Social Media is indeed a paradigm shift in communication. The beauty of this new communication method is the offer of virtual connectivity irrespective of geographical distances. The medium serves us pictures, rich textual content, videos, and audio 24/7 online. Given its wide usage, it is highly crucial to study key details of social media, including the pioneers, theories, and business applications. This manuscript has relied on the "Web of Science" database and the Vantage Point 9 text-mining tool, with Aduna map visualization, to collate about 50 research articles published during 2008-2016 that have studied social media in detail. The objective of this article is to explain the impact of social media sites, technologies, and applications.

NEED FOR THE STUDY

The progressing growth of Information Technology increases the velocity which is consequently changing their knowledge and information sharing through the web 2.0. Therefore, knowledge and information sharing through Social networking gain momentum. The present study makes an attempt to fill the gap through a well-designed research study.

STATEMENT OF THE PROBLEM

The growth and popularity of social networking sites have generated concerns among school authorities, communication experts and socio-psychological researchers about the benefit and potential risks faced by undergraduates, as they engage in online social networking to cater for their social and information needs rather than oral or face-to-face communication. The present study attempts to study the knowledge and information and service sharing through social networking sites among research scholars of selected engineering colleges in Coimbatore. Studying the social networking sites which are both new mediums, as well as a mass medium, in the context of helping the research scholars in adoption and knowledge sharing is the focal area of this particular research.

SCOPE AND COVERAGE

Social network sites have attracted considerable attention among students, scholars and faculty members in selected engineering colleges, Coimbatore. However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affects the social, mental and physical health of the users. Social Networking sites play a significant role in the academic sector. Social Networking Sites is a viable medium of learning. Students, Researchers and Faculty Members have a high level of expectation and demand towards the social networking sites and their usage. However, the study attempts to focus on how the knowledge and the information are shared through Social Networking for academic and research performance.

OBJECTIVE

To study the information and services sharing through social networking sites among students, research scholars, and faculty members in engineering colleges, Coimbatore.

- ✓ To study the purposes and benefits of using the various Social Networking Sites
- ✓ To learn the usage of Social Networking Sites for academic, entertainment, and information sources and services sharing purposes
- ✓ To analyze the role of Social Networking Sites in academic and research
- ✓ To study the information services sharing through Social Networking Sites Among Users of Selected Engineering Colleges in Coimbatore
- ✓ To analyze the issues associated with SNS and the strategies to rectify the issues on using the SNS.

HYPOTHESIS

The following hypotheses were developed for testing the above-framed objectives.

- ❖ H0: There is no significant difference between the gender of the respondents and their purpose of using the SNS.
- ❖ H0: There is no significant difference between the age of the respondents and their purpose of using the SNS.
- ❖ H0: There is no significant difference between the nativity of the respondents and benefits obtained by using the SNS.
- ❖ H0: There is no significant difference between the category of the respondents and frequency level of using the SNS for information services sharing,
- ❖ H0: There is no significant difference between gender, age and nativity of the respondents and frequency level of using the SNS for academic purposes.

RESEARCH DESIGN

Descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with something else. The study concerning whether certain variables are associated are examples of diagnostic research

studies. As against this, studies concerned with specific predictions, with the narration of facts and characteristics concerning an individual, group or situation are all examples of descriptive research studies. From the point of view of the research design, the descriptive, as well as diagnostic studies, share common requirements and as such we may group together these two types of research studies. The study attempted to describe the information sources and services sharing through social networking sites among engineering colleges in Coimbatore. Hence the study is descriptive and diagnostic in nature.

SOURCES OF DATA AND UNIT OF ANALYSIS

The data for this study were collected from primary sources through the questionnaire. Initially, secondary sources of data were collected from books, journals, and websites for identifying the population and sample. In this research, the students, scholars, and faculty members of selected Engineering Colleges of Coimbatore have been considered as respondents. The study considers being the students, scholars and faculty members of selected Engineering Colleges of Coimbatore.

FIELD OF STUDY

The study was conducted among students, scholars and faculty members of selected ten Engineering Colleges of Coimbatore.

UNIVERSE OF STUDY

The population under study comprises ten Engineering Colleges of Coimbatore such as PSG College of Technology, Coimbatore Institute of Technology, Government College of Technology, Sri Krishna College of Engineering and Technology, Kumaraguru College of Technology, Sri Ramakrishna Engineering College, Dr. Mahalingam College of Engineering and Technology, KPR Institute of Engineering and Technology, Karpagam College of Engineering and Sri Eshwar College of Engineering, Coimbatore.

SAMPLE DESIGN

A simple random sampling technique was adopted to collect samples from the population. The data on a list of Engineering Colleges of Coimbatore was drawn from the website. Ten Engineering Colleges were considered for the research study. The researcher has personally visited all the ten engineering colleges and distributed 2000 (Google Link) questionnaires and received 1763 filled-in online questionnaires from the respondents. The overall response rate is 88.15%.

Colleges	Issued	Received	Percent
PSG College of Technology	200	189	94.50%
Coimbatore Institute of Technology	200	174	87.00%
Government College of Technology	200	165	82.50%
Sri Krishna College of Engineering and Technology	200	192	96.00%
Kumaraguru College of Technology	200	187	93.50%
Sri Ramakrishna Engineering College	200	176	88.00%
Dr. Mahalingam College of Engineering and Technology	200	162	81.00%
KPR Institute of Engineering and Technology	200	194	97.00%
Karpagam College of Engineering	200	156	78.00%
Sri Eshwar College of Engineering	200	168	84.00%
Total	**2000**	**1763**	**88.15%**

TOOLS FOR DATA COLLECTION

The questionnaire was used as a tool for data collection. The questionnaire has five parts. A structured questionnaire was designed to collect the data from the students, scholars and faculty members. The questionnaire had fifteen major areas such as, A total of 123 items were included in the questionnaire. Five Likert scales were used to elicit the responses from the research scholars.

PILOT STUDY

The pilot study was carried out among students, scholars and faculty members of Sri Ramakrishna Engineering College, Coimbatore. Based on the results got from the pilot study, the main study was carried out. A simple random sampling technique was adapted to collects samples from the population.

DATA COLLECTION:

The questionnaire was standardized on the actual data collection comments. The questionnaire was distributed personally and the objectives of the study to the prospective respondents were highlighted. Each respondent was given assurance about the confidentiality of responses and respondents. Data collection for the study was carried out between July 2021 – December 2021.

DATA ANALYSIS AND INTERPRETATION:

After the data collection, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and for ensuring that we have all relevant data for making contemplated comparisons and analysis. Technically speaking, processing implies editing, coding, classification and tabulation of collected data so that they are amenable to analysis. The term analysis refers to the computation of certain measures along with searching for patterns of relationships that exist among data groups. Thus, “in the process of analysis, relationships or differences supporting or conflicting with original or new hypotheses should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusions”.

The data thus collected were analyzed using Statistical Package for Social Sciences (SPSS) Version 16. Descriptive and inferential statistics have been applied to the data. while descriptive statistics describe and summarize the search of data, inferential statistics help generalized from a sample to the whole population and in testing hypothesis. The statistical techniques applied include Reliability Analysis, KMO & Bartlett‟s Test of Sphericity, cross-tabulation, Mean, Standard Deviation and MANOVA.

LIMITATIONS OF THE STUDY:

The study has few limitations –

- Due to the researcher's constraints of distance, this study has been limited to common departments in the Engineering discipline in the above concern colleges like Department of Civil, Mechanical, Electrical, Electronic, Computer Engineering in selected Ten Engineering Colleges in Coimbatore.
- Secondly, the study includes the data from a certain category of available respondents and the applicability of results to other categories cannot be established.
- Thirdly, the study may suffer from inherent demerits of the sampling technique employed.
- The study has been limited to the opinions of the students, scholars and faculty members of the concerned engineering colleges.
- The study relies on data which are obtained from self–report measures only; hence, the responses may suffer from biases and prejudices.
- The key difficulties encountered at the time of data collection were (i) Logistics (ii) Protocols and (iii) Time constraints.

ORGANIZATION OF THE STUDY:

The study is organized into six chapters;

Chapter I deals with Introduction;

Chapter II deals with a Review of Literature;

Chapter III deals with Research Design

Chapter IV deals with Profile of Engineering Colleges

Chapter V deals with Data Analysis and Interpretation

Chapter VI deals with Findings, Suggestion and Conclusion

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